

FREDERICK LOESER & CO.

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## Our Early Summer Closing.

During July and August Loesers will close at noon on Saturdays, other days at 5 P. M. When the store closes on Thursday, July the 3d, it will remain closed until Monday, July the 7th.

# Frederick Loeser & Co.

BROOKLYN.

## Out of Town Delivery.

We will deliver all purchases free of charge at your door, at all places reached by the express companies in the States of New York, New Jersey, Pennsylvania, Delaware, Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut, or at railroad station where there is no express. Goods for Long Island will be delivered the day of purchase or early the following morning.

# Second Week of White Avalanche.

## Midsummer Sale of Muslin Undergarments.

Even Larger Benefits Than Opening Sale.

Every day adds something to our knowledge of your best needs—and enlarges our ability to meet them with newer, better and more advantageously priced merchandise. The magnitude and importance of this sale even in a week has brought toward the Loeser store, in a magnetic force, little and big lots of merchandise that are seeking the market—we have bought them very much to your advantage. Thus as has always been in the past, the second week of our sale presents benefits in many ways more far-reaching in real advantages to the Brooklyn people than the opening week. The belated shopper reaps the full harvest as well as those who do not procrastinate.

Every garment, whether it be underwear, a shirt waist, a wrapper, or a corset, from those of the largest in price to those of a few pennies, has been superintended with the utmost care in its making—no skimping in the shape—no shortcoming in fabric or finish—no trimmings that are the best as well as most fashionable and honest. The money is put into the quality of the muslins, the cambrics, the buttons, the threads—with the idea of doing better in quality, in design and character rather than a process of cheapening.



The magnitude and importance of this sale are already an established fact. Its purposes, its usefulness and its benefits known to every home where the name of Loeser is spoken. The goods themselves are entirely beyond fair competition for real lowness of prices, the convenience and accommodation of shopping so superior that gathering your needs will prove a pleasure as well as the greatest economy of the year.

### Corset Covers.

AT 5c.—Cambric corset covers, V-shape, perfect fitting.  
AT 19c.—Cambric corset covers, 6 styles. V-shape, low neck and square neck, embroidery, hemstitching and lace effects.  
AT 25c.—Fine cambric covers, low and V-shape, including French body, embroidery and lace trimmings.  
AT 39c. AND 49c.—Nainsook and cambric covers, including French body shape to the waist line, also dainty V-shape and low-neck effects.  
AT 59c., 79c. AND 99c.—More elaborately trimmed with embroidery and lace.

### Aprons.

AT 5c.—White lawn aprons, hemmed and tucked.  
AT 9c.—Gingham kitchen aprons, fancy border.

### White Petticoats.

AT 49c.—Muslin petticoats, in a variety of styles, some with embroidery edge, others with hemstitching and lace edging.  
AT 79c.—A finer lot, made of cambric, in several styles, some umbrella shape, and others with deep flounce of embroidery and insertion.  
AT 98c.—A splendid lot, in six styles, umbrella shape, with deep embroidery flounce, others trimmed with Valenciennes or Torchon lace; also very pretty styles in hemstitched ruffles.  
AT \$1.19, \$1.39, \$1.59 AND \$2.98.—Still finer lots, ruffles of lace, inserting and edge; also fancy embroidery flounces.

### Maker's Samples.

A remarkable collection of maker's samples, as well as some pieces taken from our own stock, slightly soiled by handling. Gowns, petticoats, chemises, drawers and corset covers, at prices that do not pay for making. In the French section, some hand made lingerie, dainty pieces, which have been reduced for this sale.

## Shirt Waists Lower Than Ever.

We have added very greatly to our gathering of shirt waists, giving you opportunities in every way equal to our opening sale last Monday.

AT 15c. INSTEAD OF 49c.—Good percale waists, in neat checks and stripes, French back, detachable collar.  
AT 29c. INSTEAD OF 59c.—Percale and lawn, in assorted stripes and figures.  
AT 49c. INSTEAD OF 79c. AND 98c.—Pretty lawns and percales, in the newest stripes and figures and polka dots.  
AT 98c. INSTEAD OF \$1.59 AND \$1.98.—Fine lawn and mousseline de soie, in pink, light green and light blue; also in these are some madras stripes with dainty colored figures, navy, black and white effects on white ground; detachable collars.  
AT 29c. INSTEAD OF 59c.—Fine white lawn waists, of an excellent make with three embroidered insertings in yoke.  
AT 59c. INSTEAD OF \$1.00 AND \$1.25.—White lawn waists, of the celebrated Louise

### Night Gowns.

AT 25c.—Muslin gowns in 3 styles, one tucked yoke, V-shape, others with hemstitching, high neck, also with two rows of insertion.  
AT 39c.—Better grade of muslin gowns, some with three and four rows of insertion, others with hemstitching and tucks.  
AT 49c.—Fine muslin gowns, some trimmed with lace, others square yoke effect with embroidery and Empire style.  
AT 59c.—Fine muslin and cambric gowns, some open neck, others with yokes, also V-shape. These are trimmed with insertings and embroidery and tucks.  
AT 79c.—A fine lot of muslin and cambric gowns, also some in nainsook, in a variety of styles, high and low neck effects, Empire and square neck, prettily trimmed with lace or embroidery.  
AT 98c.—A choice lot of fine gowns in nainsook and cambric, 10 styles, in low neck and elbow sleeves, V-shape, also square and high effects. These are prettily trimmed with fine embroidery or lace, and some hemstitched.  
AT \$1.39, \$1.59 AND \$1.98.—A still finer lot of nainsook and cambric gowns, elaborately trimmed with lace or very fine embroidery; mostly low neck effects, cut round or square.

### Chemises.

AT 25c.—Good muslin chemises, corded band, pearl buttons.  
AT 39c., 49c. AND 59c.—Good muslin and cambric chemises, prettily trimmed with embroidery.

### Drawers.

AT 12c.—Good muslin drawers, made with hem and cluster tucks.  
AT 19c.—Good muslin drawers, hemstitched.  
AT 25c. AND 29c.—Good muslin drawers, made with embroidery ruffle, cluster tucks, others hemstitched effects.  
AT 39c. AND 49c.—Good muslin drawers, made with ruffle of the embroidery, some umbrella shape ruffles.  
AT 59c. AND 79c.—Good cambric drawers, in three styles, some lace trimmed, others with pretty embroidery.  
AT 98c.—A choice lot of cambric and nainsook drawers, some with 5-inch ruffle of embroidery, others prettily trimmed with lace.

### For the Baby.

In keeping with the underwear sale and on the same basis of prices we give you the best values ever offered.

AT 8c. A PAIR.—Children's muslin drawers, made with hem and tucks, in 4 sizes.  
AT 23c.—Muslin drawers with embroidery ruffle and cluster tucks, 6 sizes.  
AT 39c.—Children's drawers, good grade of muslin, made with embroidery ruffle, also trimmed with embroidery, 6 sizes.  
AT 49c.—Children's drawers of fine muslin, made with umbrella ruffle of embroidery and hemstitched hem.  
AT 49c.—Children's gimpes, made of fine lawn, cluster of tucks and insertion, hemstitched ruffle on neck and sleeves (4 to 14).  
AT 79c. AND 98c.—A finer lot of gimpes, made of lawn in a variety of styles, some fine tucks, hemstitched and lace plaited yoke, others tucked to the waist line with inserting.  
AT 98c.—Infants' short nainsook dresses, or lawn, in a variety of styles, some made yoke effects with fine embroidery, some from 6 months to 3 years; others are French long-sleeved effects, trimmed prettily with fine inserting, embroidery on neck and sleeves, in 2 and 3-year sizes.  
AT \$1.49 AND \$1.79 AND \$1.98.—Infants' short dresses of fine nainsook or lawn, some gimpes effect, others made long waisted, and some yoke style. These are prettily trimmed with embroidery and inserting.  
AT 49c.—Fine nainsook short dresses, made with hemstitched tucks forming a yoke, neck and sleeves with hemstitched ruffle.  
AT 79c.—Short dresses of nainsook, yoke effect, fine tucks and ruffle of embroidery.  
98c.—Sample lot of infants' lawn caps, full AT 59c. effect, also French and Dutch shape, some with lace ruche, others with embroidery and lace insertings, ribbon trimmed.  
A sample lot of long and short dresses of fine nainsook and lawn; some of these dresses are very daintily trimmed with embroidery and some with lace; edge slightly soiled. The prices are greatly reduced.

## 50c. for \$1.00 Sonnette Corsets.

This is rare corset economy: 1,000 pairs of the well-known Sonnette corsets white, drab, light blue and pink, three models, mostly straight front and assorted sizes, medium and short lengths, Batiste and Coutil—also a limited number odd sizes Majesty corsets seconds; regularly sold at \$2.75, all at 50c. pair.

## Silk Waists Better Than Ever.

At \$2.98 for Real \$4.50 to \$8.50 Kinds.

Last week's offer of silk waists was a phenomenal one, but we are doing more for you this week. There are 600 of the real \$4.50 to \$8.50 waists, just from the maker, consisting of satin, peau de soie, light blue, pink, cardinal, mode, corded side effect, Gibson model, fancy metal buttons; also choice new satin foulards in stylish polka dots and choice white china silk, hemstitched, lace trimmed; in the lot 100 new best taffetas in light colors; stock, collar and tie, choice of all, \$2.98 each, regular \$4.50 to \$8.50.  
AT \$1.98 INSTEAD OF \$2.98 TO \$3.98.—China silk waists in black, white and colors; also taffeta silk waists, broken sizes, \$1.98 to close.

### Wrappers and Dressing Sacques.

Another lot of 10,000 best made wrappers, dressing sacques and long and short kimono; they are prettily designed and made of fancy lawns, dimities and percales; light, medium, dark and mourning effects.

AT 37c. INSTEAD OF 79c.—A splendid lot of lawn and cambric wrappers, yoke front, trimmed with braid, fitted back, ruffle on skirt.  
AT 59c. INSTEAD OF 98c.—Percale wrappers, in solid colors; others dainty figures, some made with yoke, braid trimmed, and flounce on bottom; also navy and mourning effects in this lot.  
AT 79c. INSTEAD OF \$1.25.—Fancy lawn wrappers and house dresses, in dainty colors, pink and blue effects; also navy blue and white figures and stripes. Some trimmed with fancy braid, and others cape effect over the shoulders, and flounce.  
AT 98c. INSTEAD OF \$1.59 AND \$1.79.—Lawn and percale wrappers and house dresses, in a variety of styles, mostly trimmed with fine white lawn, some inserting and embroidery ruffles, lace flounce on skirt. Among these are an assorted lot of finer sample garments.  
AT 29c. INSTEAD OF 59c.—Short kimono sacques, fancy lawn, with border.  
AT 49c. INSTEAD OF 79c. AND 98c.—Finer quality kimono dressing sacques, some of the white lawn, with dainty Persian borders, others of fancy dimities with white borders.  
AT 59c. INSTEAD OF 98c.—Fine quality white lawn dressing sacques, short fitted back, pointed front, sailor collar, trimmed with ruffle.  
AT 98c. INSTEAD OF \$1.59 AND \$1.79.—Finer white lawn breakfast sacques, some made empire effect, with insertion across the yoke; others hemstitched front, rolling collar and bell sleeves.

# Easiest Way to Buy Pianos.

## The Loeser Co-Operative Plan.

\$65.20 and \$72.65 Saved on the Schiller.

Last week we first presented to the Brooklyn public the Loeser co-operative plan of buying the Schiller piano, with the result that two weeks' supply has been spoken for. We were sure that our customers would appreciate this new move in the piano business—the facts themselves are indisputable proof that they have. Briefly, our co-operative plan makes the ownership of a Schiller piano so easy that one may pay for it and not miss the money. The piano offered on this plan is the Schiller, made in Oregon, Ill. A piano from the West, where the best medium-priced pianos are made. We selected the Schiller because it is one of the very best medium-priced pianos on the market, one that sells everywhere at from \$250 to \$325, according to style. We know it will verify by satisfactory service any claim we make for it, thereby proving a standing advertisement for our piano warerooms.

The quantity for which we contracted brought a concession in the price, which makes it possible for us to offer one style at \$195.00, as against \$250.00 and \$275.00—and another larger and more elaborate style at \$215.00, as against \$275.00 and \$325.00.

### The Terms of Our Co-Operative Plan.

Buyers of Schiller pianos will be divided into groups of one hundred. To become a participant you will be required to deposit \$5.00. On payment of this sum, a certificate will be issued in duplicate obligating the participant to pay an additional \$5.00 in one week after date of agreement, and thereafter \$6.00 monthly. It will obligate us to deliver twenty-five Schiller pianos immediately to holders of contracts consecutively numbered, providing you can be satisfied with the various woods and sizes of the twenty-five Schiller pianos now on our floor; thereafter we agree to deliver them as fast as the factory can supply them.

These pianos now on our floor from which selections may be made—there will be twenty-five more shipped this week, and the remainder the week following, so that all participants will be surely supplied within one month after their order.

There is no interest and no extras of any kind. Pianos will be delivered promptly according to contract and will be kept in tune free the first year, when delivered in Brooklyn or suburbs, or Manhattan. You may pay cash if you choose, but there will be no advantage in doing so, as the prices are adjusted on a purely co-operative basis, and we rely upon the prompt response of one hundred persons to make up for the loss of interest. In other words, we can afford to sell a large number of pianos of one make in one week at a less profit than we could were we to take two weeks in disposing of a smaller number of various makes. It would cost us much more to sell the hundred of odd makes; besides, we could not get the price concessions that we have secured on the Schiller, which enables us to figure the following saving to the participant:

Regular price, small size,	\$250.00	Regular price, larger size,	\$275.00
Our price,	195.00	Our price,	215.00
	\$55.00		\$60.00
Interest,	10.20	Interest,	12.65
	\$65.20	Saving,	\$72.65

Another advantage is the liberal terms of payment.

This is not a club. There is no drawing, no waiting further than that occasioned by shipment, fully explained above. No chance whatever, not a possibility, of your getting a piano for nothing, only a straightforward business proposition whereby you may save either \$65.20 or \$72.65 on a piano. Booklet mailed free for the asking.

Piano Wareroom, Fourth Floor.

## Rare Sale of Men's Collars.

6 for 15c., Regular Price 12 1-2c. to 25c. Each.

Several hundred dozen splendid collars like the 5,000 we sold this spring. The highland turnover in different depths so much favored for hot days, doesn't wilt quickly. Made by one of the foremost makers in America. The greater quantity of these have never been out of the original boxes and are fit for wear at once. The sizes are 13½, 14, 14½, 15, 15½, 16—at the price offered for the quality of collars they will go quickly—6 collars for 15c.—sold only in sixes—buy as many sixes as you wish. Not sent C. O. D. or credited, but exchanges cheerfully made.

### 25c. for Men's 50c. Suspenders.

300 men's suspenders, some are non-elastic webs with elastic at back and cantab ends—others are lisle elastic webs and leather ends—good assortment of colorings.

### 95c. for Men's \$1.50 Negligees.

Excellent quality of woven and printed madras—stripes of beautiful color combination and also the neat figures on light grounds—plaided and plain—cuffs attached and detached. Just the quality that is sold in other shops at \$1.50, ours to offer you at 95c.

### 25c. for Men's Belts.

Another lot of the same kind of belts as sold the last two Mondays so fast—tan and black grain leather, nickel buckles, strongly and well made. Monday at 25c. instead of a half more.

### 50c. for Boys' 75c. and \$1.00 Shirt.

Negligee shirts, made of madras and percales, with separate collars and cuffs attached, and the shirt for wear with the white collar—just what the boys want for rough-and-tumble wear. Sizes, 13½ and 14.

### 95c. for Boys' Up to \$1.50 Shirts.

Made of excellent madras in beautiful stripe and color combinations. Carefully and thoroughly put together. Each shirt has detached link cuffs. Sizes, 12 to 14.

For the boys on second floor, we are ready with every requisite for their home or vacation wear—suspenders, belts, pajamas, night shirts, neckwear in all the good shapes and sizes.

### Lawn Mowers.

The "Central Park," which is a good mower and one that will give excellent satisfaction. 10-inch size, at \$1.48. 12 " " " at \$1.75. 14 " " " at \$1.98.

### Water Coolers.

A lot of useful water coolers at sweeping reductions. 1½ gal. 83c. reduced from \$1.25. 2 " " 98c. " " \$1.48. 3 " " \$1.25 " " \$1.88. 4 " " \$1.50 " " \$2.25. 8 " " \$2.25 " " \$3.38.

### Housefurnishing.

The every-day useful articles, timely now, and at very much reduced prices.

Garden hose, 3 ply, wire bound, 25 ft. lengths, \$2.50, reduced from \$3.50. Shower bath aprons, with 5 ft. best rubber hose, 75c. and 98c. Japanned bread boxes, 25c., reduced from 35c.; 37c., reduced from 50c.; 50c., reduced from 75c. Rakes and hoes, 10c., reduced from 19c. and 20c. Lawn sprinklers, 19c., reduced from 50c. Enterprise food choppers, 90c., reduced from \$1.25. Shoe brushes, with daubers, 19c., reduced from 25c. The Hayden floor oiler, brush and sponge combined, \$1.25. Dishes, 50c. line, 50 ft., 15c. Sofa furniture polish, 21c. Grennell's & Cedarline furniture polish, 10c. Carpet sweepers, 98c. and \$1.69. Ironing boards, 20c., 25c., 33c. and 38c. Coat hangers, wire or wood, 5c. Rubbish bags, capacity over one barrel, 39c. per dozen. Cedar shavings, 6 and 10c. package.

## THE SUBWAY HALF BUILT NOW

### THIS MONTH THE TURNING POINT IN THE WORK.

More Than Half the Construction Work Done—At the Present Rate the Subway Would Be Finished in August, 1903.—Plans for the Extension—5,000 Men at Work Now.

"It's getting worse and worse every day," lots of impatient folks say of the turn up condition of the streets where the Rapid Transit subway is being built. But from now on it will get better and better, for the contractors have passed the half-way mark in their tremendous undertaking of making a \$35,000,000 underground railroad.

By the end of another summer the unsightly heaps of dirt and stone, the boiler houses and derricks, steam drills and hoisting buckets which caused Gen. Horace Porter to remark that Manhattan looked like a mining camp, will have been put

away. That is, unless some other big engineering feat follows right on the heels of the subway work.

The statement that the work is half done is not merely an approximate estimate, but an actual statement of fact based on figures. In other words the city has up to this month paid to the contractor, John B. McDonald, \$17,500,000, or exactly one-half of the contract price, and as all payments are based on unit quantities of work actually done and measured the progress of the engineers and laborers is accurately indicated month by month by the figures of the Comptroller's office and of the contracting company's Treasurer. Something more than two-thirds of all the rock and earth excavation has been completed, and of the earth alone 80 per cent. has been removed. The statistics which show what has been done in that part of the work to date are: Total amount of earth excavation called for, 1,700,000 cubic yards; earth already excavated, 1,327,000 cubic yards; total amount of rock excavation called for, 1,300,000 cubic yards; rock already excavated, 662,000 cubic yards. Of the 65,000 tons of structural steel necessary for the whole work, 36,076 tons

have been delivered and 16,000 tons have been erected.

These rock and earth statistics, taken also, would indicate that the work was much more than half done, but there is a vast amount of finishing off to be done. Stations are to be built and the road must be equipped; so the dollars and cents statistics are the safer guide for keeping tab on the progress of the undertaking.

Payments are now being made at the rate of a million and a quarter dollars a month. If the present pace is continued that balance of \$17,500,000 will be paid in fourteen months, which means that the building of the subway will be completed by August of 1903.

The contract does not call for the completion of the work before September 1904. But as Assistant Chief Engineer Rice has been saying every day since the work was begun, "we are way ahead of our story."

The real work has been in progress only two years. The contract was signed in February, 1900, and there was some pecking at the earth's surface in March of that year, but most of the digging done in that first month or so was with silver spades, suitably

inscribed, wielded by city officials in high hats and frock coats surrounded by orators, singing school children and bands of music.

It was in June, 1900, that the real diggers got their coats off and began making subway. And in those two years they have done the most difficult part of the work and it is supposed now that they have got past the point of discovering unforeseen engineering difficulties so far as this particular job is concerned. Progress has been delayed from time to time by minor changes of plan, but there are to be no more changes, so the contractors have plain sailing before them.

In many spots along the line the work is practically complete even to the flooring and water proofing, so that a block or two here and there shows the public just what the subway is going to look like.

The public, by the way, never had a better opportunity to keep tab on a great public work. For two years every street car on Fourth avenue, Forty-second street, upper Broadway and Lenox avenue has been an observation car from which the crowds have watched the daily progress of the men in the ground underneath and alongside

the surface tracks from the time the ground was first broken up to the putting in of the steel.

Six miles of the four-duct conduits have been put in and the threading wire by which the electric cables are to be pulled into place has been drawn through them. These conduits will accommodate only the cables that are to be used in operating the system—lighting the subway and cars, heating the cars and carrying power to reinforce the third rail. No provision has been made yet for the wires of other corporations. Two big sample cars now being built at Springfield, Mass., are to be delivered next month and they will be placed on the tracks of some other railroad in the neighborhood for trial trips. The best features of each car will be adopted for the type of car that is to be used in the subway. When the style is determined upon an initial order will be given for 600 cars.

It has already been decided that there will be no open cars in the subway, because they wouldn't be safe. The speed will be too great and there will be too many steel columns along the way close to the tracks to take off the heads of careless

passengers, who might lean out from the end seats.

Vice-President and General Manager Edward R. P. Bryan of the Interborough Rapid Transit Company, the new corporation recently formed to operate the road when the Rapid Transit Construction Company finishes the job, says: "We will carry passengers on Jan. 1, 1904."

The daily average of the number of men at work on the subway is 5,000. Two hundred inspectors and engineers have their hands full in keeping the run of what the 5,000 do. The men at work are counted every day by boys who go along the line for the construction company.

The inspectors representing the Rapid Transit Commission measure all the work, make a report each month, and upon requisition the city pays the construction company what is due for the month. The work has also been measured by the engineers of the Rapid Transit Construction Company, and the work in each section is measured by the subcontractor who has that section, so there is a simple but effective system of checks on all the work. Each month's bill is based on twenty-

nine items, so much excavation, so much steel work, so much painting, so much replacing of street surface, so much masonry, &c.

The construction company gets its million and a quarter or whatever the month's total may be, pays each of the subcontractors, and what is left over is the month's profit for the general company.

### FOR A MUNICIPAL BUILDING.

Comptroller Says the City Would Save Money by Getting One.

Comptroller Grout has decided to advocate the construction of a municipal building for the concentration under one roof of most of the city departments. The city now pays more than \$300,000 yearly in rentals for offices in the Park Row, Stewart and other buildings. This is 5 per cent. interest on \$6,000,000. With a \$1,000,000 building the city would save \$300,000 a year. He suggests that the city might take the Stewart Building by purchase or condemnation, gradually purchase adjoining buildings and eventually put up a large modern structure, or, if the agitation for removing the Post Office uptown succeeded it might be a good idea for the city to purchase the site of the present Post Office.